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HEWLETT-PACKARD COMPANY
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PATENT APPLICATION

ATTORNEY DOCKET NO. 10002214-1

IN THE
UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): Sarah Brandenberger et al

Confirmation No.: 9353

Application No.: 09/776,058

Examiner: G. V. Selby

Filing Date: February 2, 2001

Group Art Unit: 2622

Title: A SYSTEM AND METHOD FOR LENS FILTER EMULATION IN DIGITAL PHOTOGRAPHY

Mail Stop Appeal Brief-Patents
Commissioner For Patents
PO Box 1450
Alexandria, VA 22313-1450

TRANSMITTAL OF APPEAL BRIEF

Transmitted herewith is the Appeal Brief in this application with respect to the Notice of Appeal filed on May 19, 2006.

The fee for filing this Appeal Brief is (37 CFR 1.17(c)) \$500.00.

(complete (a) or (b) as applicable)

The proceedings herein are for a patent application and the provisions of 37 CFR 1.136(a) apply.

☐ (a) Applicant petitions for an extension of time under 37 CFR 1.136 (fees: 37 CFR 1.17(a)-(d)) for the total number of months checked below:

☐ 1st Month
\$120

☐ 2nd Month
\$450

☐ 3rd Month
\$1020

☐ 4th Month
\$1590

☐ The extension fee has already been filed in this application.

☒ (b) Applicant believes that no extension of time is required. However, this conditional petition is being made to provide for the possibility that applicant has inadvertently overlooked the need for a petition and fee for extension of time.

Please charge to Deposit Account 08-2025 the sum of \$ 500 . At any time during the pendency of this application, please charge any fees required or credit any over payment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16 through 1.21 inclusive, and any other sections in Title 37 of the Code of Federal Regulations that may regulate fees. A duplicate copy of this sheet is enclosed.

(X) I hereby certify that this correspondence is being deposited with the U.S. Postal Service as Express Mail, Airbill No. EV568259724US, in an envelope addressed to: MS Appeal Brief, Director for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Date of Deposit: 07/13/2006

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Respectfully Submitted,

Sarah Brandenberger et al

By Michael A. Papalas

Attorney/Agent for Applicant(s)

Reg No. : 40,381

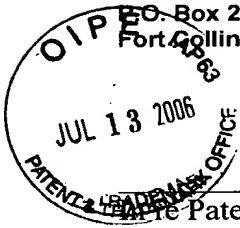
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PATENT APPLICATION

ATTORNEY DOCKET NO. 10002214-1



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Patent Application of:
Sarah Brandenberger et al.

Application No.: 09/776,058

Confirmation No.: 9353

Filed: February 2, 2001

Art Unit: 2622

For: A SYSTEM AND METHOD FOR LENS
FILTER EMULATION IN DIGITAL
PHOTOGRAPHY

Appellee: G. V. Selby

APPEAL BRIEF

MS Appeal Brief - Patents
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

As required under § 41.37(a), this brief is filed within two months of the Notice of Appeal filed in this case on May 19, 2006, and is in furtherance of said Notice of Appeal.

The fees required under § 41.20(b)(2) are dealt with in the accompanying TRANSMITTAL OF APPEAL BRIEF.

This brief contains items under the following headings as required by 37 C.F.R. § 41.37 and M.P.E.P. § 1206:

- | | |
|-------|-----------------------------------------------|
| I. | Real Party In Interest |
| II | Related Appeals and Interferences |
| III. | Status of Claims |
| IV. | Status of Amendments |
| V. | Summary of Claimed Subject Matter |
| VI. | Grounds of Rejection to be Reviewed on Appeal |
| VII. | Argument |
| VIII. | Claims |
| IX. | Evidence |
| X. | Related Proceedings |

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Appendix A Claims

I. REAL PARTY IN INTEREST

The real party in interest for this appeal is:

Hewlett-Packard Development Company, L.P., a Limited Partnership established under the laws of the State of Texas and having a principal place of business at 20555 S.H. 249, Houston, TX 77070, U.S.A. (hereinafter “HPDC”). HPDC is a Texas limited partnership and is a wholly-owned affiliate of Hewlett-Packard Company, a Delaware Corporation, headquartered in Palo Alto, CA. The general or managing partner of HPDC is HPQ Holdings, LLC.

II. RELATED APPEALS, INTERFERENCES, AND JUDICIAL PROCEEDINGS

There are no other appeals, interferences, or judicial proceedings which will directly affect or be directly affected by or have a bearing on the Board’s decision in this appeal.

III. STATUS OF CLAIMS

A. Total Number of Claims in Application

There are 24 claims pending in application.

B. Current Status of Claims

1. Claims canceled: None
2. Claims withdrawn from consideration but not canceled: None
3. Claims pending: 1-24
4. Claims allowed: None
5. Claims rejected: 1-20
6. Claims objected to: 21-24

C. Claims On Appeal

The claims on appeal are claims 1-20

IV. STATUS OF AMENDMENTS

A Final Office Action rejecting the claims of the present application was mailed on March 20, 2006. In response, Appellant did not file an Amendment After Final Rejection, but instead filed a Notice of Appeal, which this brief supports, and a Pre-Appeal Brief.

Accordingly, the claims on appeal are those as rejected in the Final Office Action of March 20, 2006. A complete listing of the claims is provided in the Appendix A.

V. SUMMARY OF CLAIMED SUBJECT MATTER

An embodiment of the invention, as recited in claim 1, provides a digital camera. The digital camera comprises an optical lens system (element 110 of Figure 1) providing an optical image; an image sensor (page 8, lines 19-21; element 115 of Figure 1) sensing simultaneously multi-color pixel data corresponding to said optical image (page 8, lines 21-28); an input device configured to respond to a manual input (page 9, lines 18-21) selecting one of a plurality of image filters (page 9, lines 6-9; page 9, line 14 through page 10, line 9; element 140 Figure 1; element 210 of Figure 2); and a processor (element 135 of Figure 1) configured to process said pixel data in response to said selected image filter to provide filtered image data (page 9, lines 7-13).

An embodiment of the invention, as recited in claim 8, provides an apparatus for recording digital images. The apparatus comprises a graphic user interface menu (Figures 2 and 3; page 9, lines 14-18; page 9, lines 22-27; page 10 lines 5-9; page 11, lines 10-14; page 11, lines 17-21) displaying a selection (element 225 of Figure 2; elements 320, 330 and 340 of Figure 3; page 9, lines 22-27; page 10, lines 5-9) of a filter effect (elements 215 and 220 of Figure 2) available on a digital visual recording device; a processor (element 135 of Figure 1) configured to perform an adjustment of the properties of said digital visual recording device to include selected ones of said filter effects; an image sensor (element 115 of Figure 1) sensing simultaneously multi-color pixel data (page 8, lines 21-28); and an output (element 125 of Figure 1; page 9, lines 2-3) providing an electronic representation of a filtered image (page 9, lines 3-13) obtained from said image sensor.

An embodiment of the invention, as recited in claim 15, provides a method of combining filter effects into digital photography. The method comprises selecting a first filter (elements 215 and 220 of Figure 2; page 9, lines 14-18) on a digital recording device; selecting a second filter (elements 215 and 220 of Figure 2; page 9, lines 14-18) on the digital recording device; combining said first filter and said second filter to create a combined filtering effect (page 11, lines 3-9; page 11, line 26 through page 12, line 1; page 12, lines 4-9); adjusting properties of said digital recording device to include combined filtering effects (page 5 line 25-27; and page 8, lines 2-18); generating an image comprising multi-color pixel data sensed simultaneously (page 8, lines 21-28); and recording said image on an electronic media (element 130 of Figure 1; page 9, lines 3-6) of said digital visual recording device which includes said combined filtering effects.

VI. GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL

Whether the rejection of claims 1-2, 4-5, and 7-14 under 35 U.S.C. 103(a) over Anderson in view of Kim is proper.

Whether the rejection of claims 15-20 under 35 U.S.C. 103(a) over Kim in view of Anderson is proper.

Whether the rejection of claim 3 under 35 U.S.C. 103(a) over Anderson in view of Kim and Shiomi is proper.

Whether the rejection of claim 6 under 35 U.S.C. 103(a) over Anderson in view of Kim and Safai et al. is proper.

VII. ARGUMENT

A. Claims 1-2, 4-5 and 7-14

Claims 1-2, 4-5 and 7-14 stand rejected under 35 U.S.C. 103(a) as being unpatentable over Anderson, United States Patent Number 6683649, in view of Kim, United States Patent Number 6137532.

It is well settled that to establish a prima facie case of obviousness, three basic criteria must be met. First, there must be some suggestion or motivation, either in the references themselves or in the knowledge generally available to one of ordinary skill in the art, to modify the reference or to combine reference teachings. Second, there must be a reasonable expectation of success. Finally, the prior art reference (or references when combined) must teach or suggest all the claim limitations. See *In re Vaeck*, 947 F.2d 488, 20 USPQ2d 1438 (Fed. Cir. 1991). Appellant respectfully asserts that not all criteria have been met.

1. Lack of Motivation

It is well settled that if the proposed modification or combination of the prior art would change the principle of operation of the prior art invention being modified, then the teachings of the references are not sufficient to render the claims prima facie obvious. See *In re Ratti*, 270 F.2d 810, 123 USPQ 349 (CCPA 1959). Appellant's amendment of 1/5/2006, asserted that there is no motivation to combine Anderson with Kim, as the combination would change a principle of operation of the prior art. In response, the Final Office Action of 3/20/2006 alleges that the color and burst signals of Kim are not incompatible with Anderson. Appellant respectfully disagrees. The color and burst signals are analog signals, whereas Anderson teaches a camcorder that uses digital signals. Thus, in order to modify Anderson to be combined with Kim, Anderson must be modified to use analog signals. Appellee further points out that Kim teaches both analog and digital data. However, Appellant notes that the values of digital data taught by Kim correspond to the amplitude of an analog color signal, wherein the phase difference between the analog color signal and a burst signal determines the hue. Anderson teaches using digital signals, wherein the values of digital data taught by

Anderson correspond to the hue without the use of a phase difference between analog signals. As such, in order to combine Anderson with Kim, the principle of operation of Anderson must be changed to use a phase difference between the analog color signal and a burst signal to determine a hue instead of a digital signal. Therefore, Appellant respectfully asserts the teachings of the references do not render the claims *prima facie* obvious and requests that all rejections based on Anderson in view of Kim be reversed.

It is also well settled that the teaching or suggestion to make the claimed combination must be found in the prior art, not in Appellant's disclosure. See *In re Vaeck*, 947 F.2d 488, 20 USPQ2d 1438 (Fed. Cir. 1991). Appellee's stated motivation, on page 2 of the Final Office Action, of reducing the space needed to provide filtering options may be gleaned from the abstract, page 3 lines 3-12, and page 4 lines 11-16 of Appellant's specification. However, Appellant can find no aspect of Anderson or Kim providing such motivation. As such, the teaching or suggestion to make the claimed combination was not found in the prior art. Thus, there exists no suggestion or motivation found in the prior art to modify the reference or to combine reference teachings, such that the stated motivation is from Appellant's disclosure. Therefore, Appellant respectfully asserts that the teachings of the references do not render the claims *prima facie* obvious and requests that all rejections based on Anderson in view of Kim be reversed.

2. Lack of Limitations, Claims 1-2, 4-5, and 7

It is well settled that to establish *prima facie* obviousness of a claimed invention, all the claim limitations must be taught or suggested by the prior art. See *In re Royka*, 490 F.2d 981, 180 USPQ 580 (CCPA 1974). Claim 1 requires a processor configured to process said pixel data in response to said selected image filter to provide filtered image data. Anderson in view of Kim does not meet these limitations. The Final Office Action, at page 4, admits that Anderson does not teach these limitations and refers to Kim in order meet these limitations. Appellant's previous arguments stated that Kim does not teach these limitations, in that the original color data C1 is discarded and new color data C2 is generated. In response, the Final Office Action at page 3 notes that Kim teaches a color filter device connected in parallel with a color processor and then alleges that the combination of the color filter device connected in parallel with a color processor meets the limitations of the claims.

Appellant respectfully disagrees. Appellant points out that Kim only teaches either providing original data (C1) or terminating the original data and generating new data (C2) (see Kim, column 3, line 61 to column 4, line 7), yet does not provide filtered image data. As such, Kim does not teach or suggest to provide filtered image data. Thus, Anderson in view of Kim does not teach or suggest all the limitations of claim 1. Therefore, Appellant respectfully asserts that claim 1 is patentable over Anderson in view of Kim and requests that the rejection be reversed.

It is also well settled that if an independent claim is nonobvious under 35 U.S.C. 103, then any claim depending therefrom is nonobvious. See *In re Fine*, 837 F.2d 1071, 5 USPQ2d 1596 (Fed. Cir. 1988). Claims 2, 4-5, and 7 depend from and inherit all the limitations of claim 1. As discussed above, claim 1 contains features and limitations that are neither taught nor suggested by Anderson in view of Kim. Thus, claims 2, 4-5, and 7, depending from claim 1, are nonobvious. Therefore, Appellant respectfully asserts that claims 2, 4-5, and 7 are patentable over Anderson in view of Kim and requests that the rejection be reversed.

3. Lack of Limitations, Claims 8-14

Claim 8 requires a processor configured to perform an adjustment of the properties of said digital visual recording device to include selected ones of said filter effects. Anderson in view of Kim does not disclose at least these limitations. The Office Action admits “Anderson does not disclose editing and displaying an image using digital color filtering,” which Appellant respectfully notes are not recited limitations of the claim. The Final Office Action then reads teachings of Kim onto limitations of claim 1 (page 7), yet not those of claim 8. Further, Appellant can find no aspect of Kim that addresses performing an adjustment of the properties said digital visual recording device to include selected ones of said filter effects. As such, Anderson in view of Kim does not teach or suggest all the limitations of claim 8. Thus, the prior art references when combined do not teach or suggest all the claim limitations. Therefore, Appellant respectfully asserts that claim 8 is patentable over Anderson in view of Kim and requests that the rejection be reversed.

Claims 9-14 each depend from and inherit all the limitations of claim 8. As discussed above, claim 8 contains features and limitations not taught or suggested by Anderson in view

of Kim. Thus, claims 9-14, depending from claim 8, are nonobvious. Therefore, Appellant respectfully asserts that claims 9-14 are patentable over Anderson in view of Kim and requests the rejection be reversed.

B. Claims 15-20

Claims 15-20 stand rejected under 35 U.S.C. 103(a) as being unpatentable over Kim in view of Anderson. It is well settled that to establish a prima facie case of obviousness, three basic criteria must be met. First, there must be some suggestion or motivation, either in the references themselves or in the knowledge generally available to one of ordinary skill in the art, to modify the reference or to combine reference teachings. Second, there must be a reasonable expectation of success. Finally, the prior art reference (or references when combined) must teach or suggest all the claim limitations. See *In re Vaeck*, 947 F.2d 488, 20 USPQ2d 1438 (Fed. Cir. 1991). Appellant respectfully asserts that not all criteria have been met.

1. Lack of Motivation

It is well settled that if the proposed modification or combination of the prior art would change the principle of operation of the prior art invention being modified, then the teachings of the references are not sufficient to render the claims prima facie obvious. See *In re Ratti*, 270 F.2d 810, 123 USPQ 349 (CCPA 1959). Anderson teaches a camcorder that uses digital signals with the hue stored as a magnitude of the digital data (e.g., see column 5, lines 49-52, CCIR streaming video, which has three signals: one 13.5MB/sec Luminance (gray scale) and two 6.75 MY/sec chrominance (color)), whereas Kim teaches the use of analog color and burst signals that require a phase difference to determine the hue (column 3, lines 16-20). Thus in order to modify Kim to be combined with Anderson, Kim must be modified to use the digital signals of Anderson. Appellee further pointed out that Kim teaches both analog and digital data. However, Appellant notes that the values of digital data taught by Kim correspond to the amplitude of an analog color signal, wherein the phase difference between the analog color signal and a burst signal determines the hue. Anderson teaches using digital signals, wherein the values of digital data taught by Anderson correspond to the hue without the use of a phase difference between analog signals. As such, in order to combine Kim with Anderson, a principle of operation of Kim must be changed to

use digital values to determine a hue instead of a phase difference between analog signals to determine a hue. Thus, the proposed combination of the prior art would change the principle of operation of the prior art invention. Therefore, Appellant respectfully asserts that the teachings of the references are not sufficient to render claim 15 *prima facie* obvious and requests that all rejections based on Kim in view of Anderson be reversed.

It is also well settled that the teaching or suggestion to make the claimed combination must be found in the prior art, not in Appellant's disclosure. See *In re Vaeck*, 947 F.2d 488, 20 USPQ2d 1438 (Fed. Cir. 1991). Appellee's stated motivation, on page 2 of the Final Office Action, of reducing the space needed to provide filtering options may be gleaned from the abstract, page 3 lines 3-12, and page 4 lines 11-16 of Appellant's specification. However, Appellant can find no aspect of Kim or Anderson providing such motivation. As such, the teaching or suggestion to make the claimed combination was not found in the prior art. Thus, there exists no suggestion or motivation found in the prior art to modify the reference or to combine reference teachings, such that the stated motivation is from Appellant's disclosure. Therefore, Appellant respectfully asserts that the teachings of the references do not render the claims *prima facie* obvious and requests that all rejections based on Kim in view of Anderson be reversed.

2. Lack of Limitations

It is well settled that to establish *prima facie* obviousness of a claimed invention, all the claim limitations must be taught or suggested by the prior art. See *In re Royka*, 490 F.2d 981, 180 USPQ 580 (CCPA 1974). Claim 15 requires selecting a first filter and selecting a second filter. Anderson is not relied upon and does not teach or suggest these limitations. Appellant's previous arguments noted that Kim teaches selecting a desired color instead of a first filter and a second filter. In response, Appellee identifies the color selection key (222) as allowing the user to select a desired color, but then identifies a first filter as a B-Y color filtering effect and a second filter as an R-Y color filtering effect. Appellant notes that both the B-Y color filtering effect and the R-Y color filtering effect are based on the single selection of a desired color. As such, Kim in view of Anderson does not meet selecting a first filter and selecting a second filter. Thus, Kim in view of Anderson, when combined, does not

teach or suggest all claim limitations. Therefore, Appellant respectfully asserts that claim 15 is patentable over the cited prior art and requests the rejection be reversed.

It is also well settled that if an independent claim is nonobvious under 35 U.S.C. 103, then any claim depending therefrom is nonobvious. See *In re Fine*, 837 F.2d 1071, 5 USPQ2d 1596 (Fed. Cir. 1988). Claims 16-20 each depend from and inherit all the limitations of claim 15. As discussed above, claim 15 contains features and limitations that are not found in Kim in view of Anderson. As such, Kim in view of Anderson does not teach or suggest all the limitations of claim 16-20. Therefore, Appellant respectfully asserts that claims 16-20 are patentable over Kim in view of Anderson and requests that the rejection be reversed.

C. Claim 3

Claim 3 stands rejected under 35 U.S.C. 103(a) as being unpatentable over Anderson in view of Kim and Shiomi, United States Patent Number 6650361. It is well settled that to establish a prima facie case of obviousness, three basic criteria must be met. First, there must be some suggestion or motivation, either in the references themselves or in the knowledge generally available to one of ordinary skill in the art, to modify the reference or to combine reference teachings. Second, there must be a reasonable expectation of success. Finally, the prior art reference (or references when combined) must teach or suggest all the claim limitations. See *In re Vaeck*, 947 F.2d 488, 20 USPQ2d 1438 (Fed. Cir. 1991). Appellant respectfully asserts that not all criteria have been met.

It is well settled that there must be some suggestion or motivation, either in the references themselves or in the knowledge generally available to one of ordinary skill in the art, to modify the reference or to combine reference teachings. See *In re Vaeck*, 947 F.2d 488, 20 USPQ2d 1438 (Fed. Cir. 1991). Appellee, at page 11 of the Final Office Action, alleges that the combination of the teachings of Anderson and Kim when combined with the teachings of Shiomi meet the limitations of claim 3. However, as discussed above, there is insufficient motivation to combine the teachings of Anderson and Kim. The motivation used to add the teachings of Shiomi to the combination does not cure the deficiency of the

motivation used to combine the teachings of Anderson and Kim. Therefore, Appellant respectfully asserts that the combination of the teachings of Anderson, Kim, and Shiomi is improper and requests that the rejection be reversed.

It is also well settled that if an independent claim is nonobvious under 35 U.S.C. 103, then any claim depending therefrom is nonobvious. See *In re Fine*, 837 F.2d 1071, 5 USPQ2d 1596 (Fed. Cir. 1988). Claim 3 depends from and inherits all the limitations of claim 1. As discussed above, claim 1 contains features and limitations that are not found in Anderson in view of Kim. Shiomi is not relied upon and does not teach or suggest such limitations. As such, the combination of the teachings of Anderson in view of Kim and Shiomi does not teach or suggest all the limitations of claim 3. Therefore, Appellant respectfully asserts that claim 3 is patentable over Anderson in view of Kim and Shiomi and requests that the rejection be reversed.

D. Claim 6

Claim 6 stands rejected under 35 U.S.C. 103(a) as being unpatentable over Anderson in view of Kim and Safai et al., United States Patent Number 6167469 (hereinafter Safai). It is well settled that to establish a prima facie case of obviousness, three basic criteria must be met. First, there must be some suggestion or motivation, either in the references themselves or in the knowledge generally available to one of ordinary skill in the art, to modify the reference or to combine reference teachings. Second, there must be a reasonable expectation of success. Finally, the prior art reference (or references when combined) must teach or suggest all the claim limitations. See *In re Vaeck*, 947 F.2d 488, 20 USPQ2d 1438 (Fed. Cir. 1991). Appellant respectfully asserts that not all criteria have been met.

It is well settled that there must be some suggestion or motivation, either in the references themselves or in the knowledge generally available to one of ordinary skill in the art, to modify the reference or to combine reference teachings. See *In re Vaeck*, 947 F.2d 488, 20 USPQ2d 1438 (Fed. Cir. 1991). Appellee, at page 12 of the Final Office Action, alleges that the combination of the teachings of Anderson and Kim when combined with the teachings of Safai meet the limitations of claim 6. However, as discussed above, there is insufficient motivation to combine the teachings of Anderson and Kim. The motivation used to add the teachings of Safai to the combination does not cure the deficiency of the

motivation used to combine the teachings of Anderson and Kim. Therefore, Appellant respectfully asserts that the combination of the teachings of Anderson, Kim, and Safai is improper and requests that the rejection be reversed.

It is also well settled that if an independent claim is nonobvious under 35 U.S.C. 103, then any claim depending therefrom is nonobvious. See *In re Fine*, 837 F.2d 1071, 5 USPQ2d 1596 (Fed. Cir. 1988). Claim 6 depends from and inherits all the limitations of claim 1. As discussed above, claim 1 contains features and limitations that are not found in Anderson in view of Kim. Safai is not relied upon and does not teach or suggest such limitations. As such, the combination of the teachings of Anderson in view of Kim and Safai does not teach or suggest all the limitations of claim 6. Therefore, Appellant respectfully asserts that claim 6 is patentable over Anderson in view of Kim and Safai and requests that the rejection be reversed.

VIII. CLAIMS

A copy of the claims involved in the present appeal is attached hereto as Appendix A. As indicated above, the claims in Appendix A do include the amendments filed by Appellant on January 5, 2006.

IX. EVIDENCE

No evidence pursuant to §§ 1.130, 1.131, or 1.132 or entered by or relied upon by Appellee is being submitted.

RELATED PROCEEDINGS

No related proceedings are referenced in II. above, or copies of decisions in related proceedings are not provided, hence no Appendix is included.

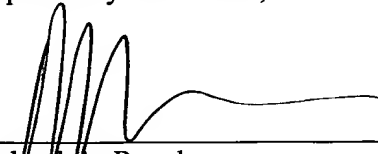
Dated: July 13, 2006

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited with the U.S. Postal Service as Express Mail, Airbill No. EV 568259724 US, on the date shown below in an envelope addressed to: MS Appeal Brief - Patents, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Dated: July 13, 2006

Signature: 
(Phyllis Ewing)

Respectfully submitted,

By 
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APPENDIX A

Claims Involved in the Appeal of Application Serial No. 09/776,058

1. A digital camera comprising:
an optical lens system providing an optical image;
an image sensor sensing simultaneously multi-color pixel data corresponding to said optical image;
an input device configured to respond to a manual input selecting one of a plurality of image filters; and
a processor configured to process said pixel data in response to said selected image filter to provide filtered image data.
2. The digital camera of claim 1 further comprising:
a display configured to provide a visual display of said filtered image data; and
where the input device is a touch sensitive overlay provided on said display.
3. The digital camera of claim 1 further comprising:
an image storage configured to implement lossy compression of said filtered image data to provide compressed image data, and store said compressed image data.
4. The digital camera of claim 1 wherein the image sensor is a color Charged Coupled Device array (CCD).
5. The digital camera of claim 1 wherein the input device includes menued options.
6. The digital camera of claim 1 wherein the input device include a voice processor configured to respond to voice commands.
7. The digital camera of claim 1 wherein a subset of said plurality of image filters are selectable by said input device and said processor is configured to provide a composite filter effect in response to selected ones of said subset.

8. An apparatus for recording digital images comprising:
 - a graphic user interface menu displaying a selection of a filter effect available on a digital visual recording device;
 - a processor configured to perform an adjustment of the properties of said digital visual recording device to include selected ones of said filter effects;
 - an image sensor sensing simultaneously multi-color pixel data; and
 - an output providing an electronic representation of a filtered image obtained from said image sensor.
9. The apparatus of claim 8 wherein said menu is configured to provide a hierarchical display of said filter effects.
10. The apparatus of claim 8 wherein said processor is configured to provide a preview of a filtered image.
11. The apparatus of claim 8 wherein said output includes a removable data storage media capturing said electronic representation.
12. The apparatus of claim 8 wherein said filter effects include one of effects filters, technical filters and correction filters.
13. The apparatus of claim 8 wherein said filter effects include variations in color intensity.
14. The apparatus of claim 9 wherein said processor selectively inhibits said filter effect in response to said input.

15. A method of combining filter effects into digital photography, said method comprising:

selecting a first filter on a digital recording device;
selecting a second filter on the digital recording device;
combining said first filter and said second filter to create a combined filtering effect;
adjusting properties of said digital recording device to include combined filtering effects;
generating an image comprising multi-color pixel data sensed simultaneously; and
recording said image on an electronic media of said digital visual recording device which includes said combined filtering effects.

16. The method of claim 15 wherein said selecting is accomplished through a hierarchical menu, available before said image recording.

17. The method of claim 15 wherein said adjusting properties of said digital recording device includes providing a preview of said image which includes the filter effects.

18. The method of claim 15 wherein said recording includes recording onto a removable electronic data storage media.

19. The method of claim 15 wherein said filter effects include one of effects filters, technical filters, and correction filter.

20. The method of claim 15 wherein said effect filters include variations in color intensity.

21. The digital camera of claim 1, wherein said processor processes a user selected portion of said pixel data in response to said selected image filter to provide filtered image data.

22. The apparatus of claim 8, wherein said graphic user interface further displays a set of options for selecting portions of said multi-color pixel data upon which to apply said filter effect.

23. The method of claim 15 further comprising:

selecting a first portion of said image upon which to apply said first filter; and

selecting a second portion of said image upon which to apply said second filter.

24. The method of claim 15 further comprising:

selecting any number of filters on the digital recording device; and

combining said any number of filters with said first filter and said second filter to create said combined filtering effect.